Data Analysis Project Roadmap: Bellabeat Wellness Device

# Introduction

In this case study, we will be analyzing smart device data to help Bellabeat identify smart health device trends and make recommendations to inform Bellabeat’s marketing strategy.

Founded by Urska Srsen and Sando Mur, Bellabeat is a high-tech company that manufactures health-focused smart products. They collect data on activity, sleep, stress, and reproductive health to empower women with knowledge about their own health and habits.

# Step 1. Ask

Deliverable: A clear statement of the business task.

We were asked by Srsen to analyze smart device data in order to gain insight into how consumers use non-Bellabeat smart devices and apply our insights to one Bellabeat product. For this analysis, we will focus on the BellaBeat wellness watch named ”Time” which helps users by tracking their activity, sleep, and stress. We will be looking for trends that we can then analyze to provide our recommendations.

Stakeholders:

* Urska Srsen: Cofounder and Chief Creative Officer of Bellabeat
* Sando Mur: Mathematician and Cofounder of Bellabeat
* Bellabeat Marketing Analytics Team: a team of data analysts that guide Bellabeat’s marketing strategy

# Step 2. Prepare

Deliverable: A description of all data sources used.

We will be using the data provided here:  
[FitBit Fitness Tracker Data (kaggle.com)](https://www.kaggle.com/datasets/arashnic/fitbit)

Data Provenance: CC0: Public Domain. These datasets were generated by respondents to a distributed survey via Amazon Mechanical Turk between 03.12.2016-05.12.2016.  Thirty eligible Fitbit users consented to the submission of personal tracker data, including minute-level output for physical activity, heart rate, and sleep monitoring.

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<https://zenodo.org/record/53894#.YMoUpnVKiP9>

# Step 3. Process

Deliverable: Documentation of any cleaning or manipulation of data.

# Step 4. Analyze

Deliverable: A summary of my analysis.

# Step 5. Share

Deliverable: Supporting visuals and key findings.

# Step 6. Act

Deliverable: My top high-level insights based on my analysis.